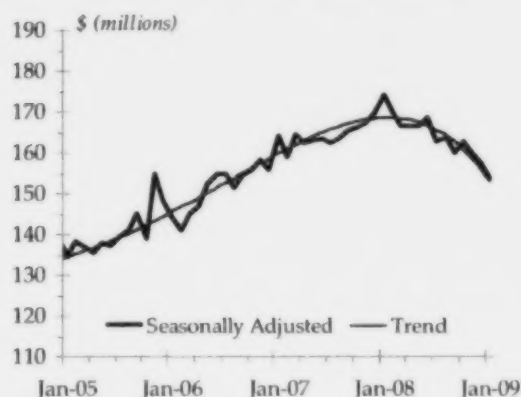


Tourism Sector Monitor ♦ April 2009

Room Revenue

January room revenues in BC slipped (-2.3%, *seasonally adjusted*) for the third month in a row, dropping to levels last seen in 2006. Only Northeast (+2.8%) and Cariboo (+1.4%) bucked this trend, with losses across the board for the remaining regions. Thompson/Okanagan (-0.7%), Vancouver Island/Coast (-1.8%), Mainland/Southwest (-2.8%) and Kootenay (-2.8%) saw declines, while North Coast (-15.4%) and Nechako (-20.1%) were worst hit.

Room revenues fell again in January



Data Source: BC Stats

With hotel revenues showing a drop (-2.5%) for the third month in a row, only mid-sized hotels (76-150 rooms; +0.9%) showed any sign of improvement. Small (1-75 rooms; -6.9%) and very large (251+ rooms; -3.6%) properties were most affected by the downturn, while large hotels (151-250 rooms; -2.3%) followed suit.

Motel (-4.4%) and vacation rental (-7.1%) revenues slumped, but other accommodation types saw only a slight downtick (-0.1%).

Table 1: Room Revenue
(seasonally adjusted)

	Jan-09 (\$000)	Dec-08 (\$000)	change %
Accommodation Type			
Total	153,753	157,324	- 2.3
Hotels	114,110	117,079	- 2.5
Motels	18,619	19,483	- 4.4
Other Accommodations	20,766	21,569	- 3.7
Regions (Top 3 performers)			
Northeast	6,649	6,470	+ 2.8
Cariboo	4,823	4,754	+ 1.4
Thompson/Okanagan	24,734	24,917	- 0.7

Data Source: BC Stats

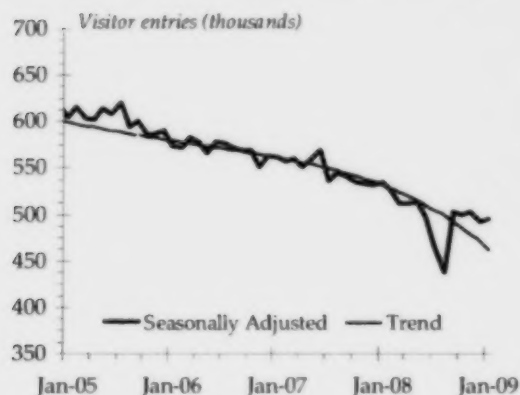
Visitor Entries

Despite the negative picture portrayed by the accommodation industry, slightly more travellers entered Canada via BC (+0.4%) in January.

Fewer (-3.2%) US visitors stayed overnight, while same-day entries (+8.7%) from across the border bounced back from the previous month's decline. This led to more (+0.5%) American entries in total—possibly also brought on by the continued weakening Canadian dollar (steadily losing around 20¢ over eight months) against the greenback. Visitors from overseas remained flat (0.0%) after a steady three-month drop. There were fewer entries from Asia (-2.6%), due to a slump (-18.5%) in visits from Japan. European entries recovered (+2.2%) after slipping since September 2008—a boost supported by more visitors from Germany (+3.1%) and the UK (+2.6%). A 10.7%

increase in entries from Mexico boosted the number of entries from other parts of the world.

Visitor entries bounce back in January



Data Source: Statistics Canada

Table 2: Traveller Entries
(seasonally adjusted)

	Jan-09 (000s)	Dec-08 (000s)	change %
American visitors			
Total	372	370	+ 0.5
Same-day	124	114	+ 8.7
Overnight	248	257	- 3.2
Overseas visitors			
Total	122	122	0.0
Europe	42	41	+ 2.2
Germany	8	7	+ 3.1
UK	19	18	+ 2.6
Asia	53	55	- 2.6
Hong Kong	10	7	+31.8
Japan	11	14	-18.5
Taiwan	4	4	+13.0
Other	26	26	+ 1.8

Data Source: BC Stats & Statistics Canada

Other Indicators

The provincial occupancy rate in hotels showed a slight decline (-0.3 percentage points) in January as the average room rate inched up (+0.7%) to \$133.

Traffic through Vancouver International Airport fell (-1.4%), as airlines carried fewer domestic (-1.7%), trans-border (-1.5%) and other

international (-0.8%) passengers. More visitors opted to fly into Victoria International Airport with passenger traffic rebounding (+7.6%) from the previous month.

More people took advantage of 3C Ferries' scenic travel with vehicle (+9.7%) and passenger (+6.5%) traffic rising quite substantially in January.

With the new year came an increase (+4.8%) in revenues at BC's food services and drinking places. Higher sales at both drinking places and food service establishments contributed to the boost in revenues.

Table 3: Other Tourism Indicators
(seasonally adjusted)

	Jan-09	change from Dec-08
Hotel Industry		
Occupancy Rate (%)	61.3	-0.3 pp
Average Room Charge (\$)	133.00	+ 0.7
Data Source: Pennell Kerr Forster		
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,396	- 1.4
US (trans-border)	336	- 1.5
Other International	340	- 0.8
Canada (domestic)	720	- 1.7
Data Source: YVR		
Victoria International Airport		
Total Traffic	128	+ 7.6
Data Source: Victoria Airport Authority		
Food Services Receipts	(\$ millions)	(%)
All Establishments	658	+ 4.8
Food Service	606	+ 4.3
Drinking Places	46	+ 4.5
Data Source: Statistics Canada		
Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	705	+ 9.7
Passenger Volume	1,768	+ 6.5
Data Source: BC Ferries		
Exchange Rates	Cdn \$	
US Dollar (\$)	0.815	+0.01
UK Pound (£)	0.564	+0.02
Japanese Yen (¥)	73.502	-0.46
Australian Dollar (\$)	1.209	0.00

Data Source: Statistics Canada (pp = percentage points)

A look ahead—February 2009

Preliminary figures indicate a continued drop (-1.1%) in BC room revenues for February. While North Coast (+1.5%), Vancouver Island/Coast (+4.0%) and Nechako (+15.9%) all showed varied recoveries from January, revenues slipped in Cariboo (-4.0%), Kootenay (-3.9%), Mainland/Southwest (-1.4%) and Thompson/Okanagan (-1.0%). The worst hit was Northeast (-16.9%) with most hotels and motels in the region garnering less revenue.

Hotels in general saw an upturn (+2.3%) in revenues for February due to an increase at very large (251+ rooms; +3.5%), large (151-250 rooms; +2.7%) and small (1-75 rooms; +4.7%) hotels. Only mid-sized (76-150 rooms; -0.4%) hotels saw revenues slip. In contrast to this, motels (-4.1%), other accommodations (-5.1%) and vacation rentals (-8.4%) registered a downturn for the second month in a row.

Visitor entries from America continued to rise with more (+2.5%) same-day and fewer (-0.9%) overnight entries. This resulted in a slight in-

crease (+0.2%) in travellers from the US. Entries to Canada via BC from overseas also inched up (+0.8%) as a result of higher volumes from Asia (+1.2%) and other destinations (+5.4%), which was offset by fewer (-2.6%) visitors from Europe.

Air passenger traffic at Vancouver International Airport recovered slightly (+0.4%) in February seeing more domestic (+0.6%) and trans-border (+1.6%) passenger traffic, as well as fewer (-1.1%) international visitors. In contrast to this, total traffic at Victoria International Airport dropped (-1.8%). Similarly, BC Ferries experienced a decline in both vehicle (-4.0%) and foot passenger (-1.9%) volumes.

BC's food services and drinking places also slipped (-3.1%) in February despite a different, positive national picture. In particular, revenues at both food service establishments and drinking places fell.

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 24 reports in 2006-2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: Travel between Canada and Mexico

Swine flu epidemic affecting travel to Mexico

The swine flu (H1N1¹) epidemic that is currently gripping Mexico and has spread to other countries has led to the federal government issuing a travel advisory for Canadians intending to visit Mexico, and resulted in the cancellation of a number of scheduled flights from Canada to Mexico. Some US-based cruise ship companies which regularly visit Mexico have either cancelled sailings or rescheduled stops at Mexican ports.

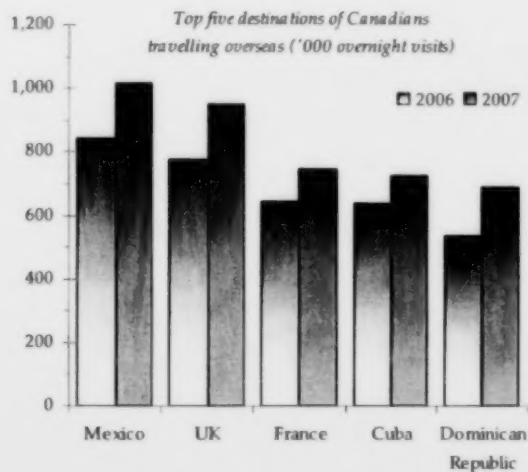
Measures taken by the Mexican authorities to limit the spread of the disease have included the closure of schools and public places in Mexico City. Authorities in other countries such as the US, where there are pockets of influenza, have also begun taking preventive measures. At present there are relatively few confirmed cases in Canada.

Mexico is the second most popular destination after the US

While the main cause for concern is the human toll taken by the virus, it will almost certainly have a significant effect on tourism between Mexico and Canada. Mexico is a very popular tourist destination and travel from Mexico to Canada has increased significantly during the last few years. In fact, Mexico is the most popular international tourist destination for Canadians, after the US². According to data from the *International Travel Survey*, more than a million

Canadians visited Mexico in 2007, accounting for about 14% of all visits made by Canadians to destinations other than the US. It is estimated that about 1,144,000 Canadians travelled to Mexico in 2008³. Prior to 2006, the UK was the most popular overseas⁴ destination for Canadians.

Mexico is the most popular destination for Canadians travelling to countries other than the US



Data Source: Statistics Canada

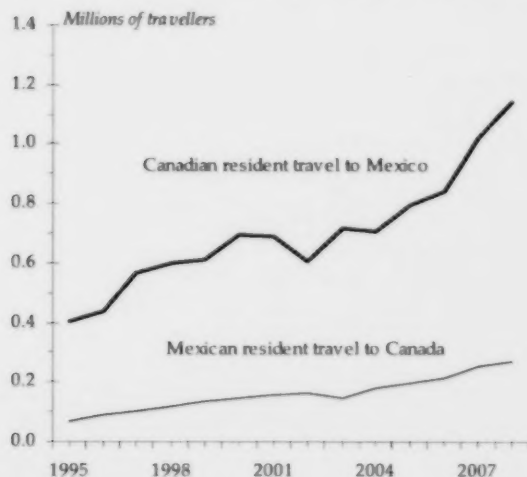
¹ According to the *Centre for Disease Control and Prevention*, the classical swine flu is caused by an influenza type A H1N1 virus.

² About 85% of Canadian international travel is to the US.

³ Based on information supplied by the Mexican government.

⁴ "Overseas" includes all countries other than the US.

Canadian travel to Mexico has increased significantly since the beginning of the decade



Data Source: Statistics Canada

86,061 Mexican residents travelled to BC in 2008

Mexico is also becoming an increasingly important source of tourism dollars in Canada as a whole as well as in British Columbia. BC is the second-most common province of entry for travellers coming from Mexico to Canada. In 2008, there were 270,828 entries by Mexican residents to Canada. Of these, 108,851 arrived in Ontario, 86,061 came to BC and 51,623 arrived in Quebec.

Ontario and BC are the most common points of entry for visitors from Mexico



Data Source: Statistics Canada

Most Mexican visitors are tourists

Most of these visitors are tourists (vacationing or visiting friends and relatives), but some are farm workers brought to Canada to provide short-term help with planting, harvesting and other types of farm labour. In 2008, the total number of Mexican workers in BC was just under 3,900, suggesting that most of the visitors from Mexico came to BC for reasons other than employment.

A small but growing market

Although Mexico is a growing market for British Columbia and other parts of the country, travellers from Mexico still make up a relatively small percentage of total entries to the province. In 2008, about 6% of overseas⁵ entries to BC and Canada were from Mexico. This is significantly more than in 1995, when Mexico accounted for less than 2% of total entries. The UK, Japan, and Australia, together with China (including Hong

⁵ From countries other than the US.

Kong) remain significantly bigger tourism markets for British Columbia.

There is not a lot of data on the number of British Columbians who travel to Mexico. However, information from the *International Travel Survey* suggests that about 17% of Canadians who visited Mexico in the first nine months of last year were residents of British Columbia.

The flu outbreak began in Mexico, but has spread to the rest of North America, as well as other continents. While the immediate impact of the outbreak is being felt in Mexico's tourism sector, it is possible that the situation may have more far-reaching economic effects in other parts of the world.

The SARS outbreak in 2003, which primarily affected the provinces of Ontario and BC, led to a sharp reduction in travel to Canada from Asia, as many Asians cancelled planned trips to the country. Ontario was hardest hit, but BC's tourism sector also felt the impact of the downturn in Asian travel. Although the confirmed cases of H1N1 in Canada appear to be relatively mild, developments during the next few weeks will determine whether or not the outbreak will have a significant economic impact beyond Mexico's borders.

Changes coming to the Tourism Sector Monitor...

British Columbia's accommodation industry has a fluid nature, and so accurately measuring the province's room revenues is an inherently tricky task. From time to time it is necessary to revisit the methodology used to develop the estimates in order to spot emerging issues, identify methodological issues, and where possible, improve on them. These kinds of data integrity checks are made to ensure the accuracy of room revenue estimates published by BC Stats.

In this technical report, the first of two, the main issues related to keeping the Tourism Room Revenue (TRR) database current are described.

Why are we making changes?

BC Stats' tourism room revenue estimates are calculated using information obtained from administrative data made available through an agreement with the *Consumer Taxation Branch*.

The amount of tax paid each month is used by BC Stats to estimate room revenues. Supplementary information from the administrative records is also of interest since this can be used to help determine the characteristics of each property. This information is vital in determining the regional distribution of revenues, as well as the allocation of revenues by accommodation type.

The tax forms are primarily set up to collect information about revenues earned and taxes paid by each property. While this information is thoroughly audited by the *Consumer Taxation Branch*, some of the characteristics (e.g., room counts, type of business and location) of the properties are recorded for information pur-

poses only and are subject to less stringent verification processes.

The terms of BC Stats' agreement with the *Consumer Taxation Branch* specify that BC Stats will not directly contact any vendors. Therefore, information about the characteristics of each property is verified by comparing it to information from other sources such as the *BC Approved Accommodation Guide*, or websites maintained by individual properties, which can be used to confirm the location, size and services they provide. The characteristics of many properties do not change over time, but some undergo expansions or other changes that can affect the way in which they are categorized in the room revenue database.

When properties change hands, or new properties are built, this information is checked and updated if necessary to reflect any relevant changes (e.g., an increase in the number of rooms). However, this type of review only occurs when a change has already been identified. Therefore, it is necessarily to periodically examine the information on file for each property to ensure that it reflects the current situation. For example, a property that undergoes a renovation that results in an increase in the stock of available rooms may have to be reclassified.

The last thorough revision of the TRR database was made in August 2003⁶. During the last several months, BC Stats has been re-examining and updating the information in its database. At the same time, a review of the methodology

⁶ BC Stats, *Tourism Sector Monitor*, August 2003, available online from:
<http://www.bcstats.gov.bc.ca/pubs/tour/tsm0308.pdf>.

used to estimate room revenues has been underway.

Issues that have been investigated

A number of potential sources of error (or areas requiring particular attention) in the coding of individual properties were identified and have been investigated. These include the following:

Small hotels vs. Motels: Small hotels (1-75 rooms) are very similar to motels, and these properties are sometimes misclassified, especially since a property may identify itself as a motel but not meet the criterion for inclusion in that group (e.g., interior *versus* exterior access to guest rooms). Obtaining the necessary information to properly classify these properties can be difficult.

Monthly top earners: On average, only 3% of the accommodation establishments in BC collect more than an estimated \$500,000 in room revenue each month. However, these revenues constitute a significant share (41%) of the BC total. Consequently, making sure that these entities are correctly assigned to the appropriate location alleviates misreporting considerably.

Properties in unknown locations or accommodation type: Some properties, usually located in rural areas, are difficult to pinpoint to a specific geographical location. Using newly available satellite mapping tools it is possible to pinpoint the location of these businesses.

It may also be difficult to verify the type of accommodation unless there is additional information available from sources such as company websites.

New accommodation classes: Reflecting BC's changing accommodation industry, it is now evident that existing classes of accommodation may be insufficient to capture

newer types of businesses and therefore new classifications need to be considered.

Geographical reclassification: Provincial territories across BC change their definitions from time to time: regional districts change boundaries or names, and regions are created or amalgamated. Moreover, some urban centre classifications are based on Canada Post's postal code definitions, which may also change over time or are not precise enough for our needs.

Consolidated reporters: Some tax filers report on more than one accommodation establishment in a single hotel tax return. This requires special investigation into the distribution of revenue across BC's regions and accommodation categories.

Irregular hotel room tax filers: The monthly pattern when lodging institutions file taxes may vary considerably and include vendors that do not file on a monthly basis.

Of all these areas of interest, the final four were of special importance. What follows is a summary of the detailed investigations into these topics.

New accommodation classes

A private residence that is rented out during the owner's absence is usually classified as a "vacation rental." However with the growing importance of vacation rentals in total room revenues as well as the gradual rise in importance of these newer "temporary vacation rentals," it has been deemed necessary to divide the older classification into two in order to more accurately reflect the intended definition of a vacation rental.

Agencies that arrange for accommodation on behalf of a client are also an emerging business within the "miscellaneous" classification so they have been given their own designation in

order to better track revenues being generated by this kind of business.

Geographical reclassification

On a municipal level, BC has undergone some changes in regional jurisdiction. In fact, municipalities across BC have implemented, on average, more than ten regional restructurings per year since 2000. Some of these are purely administrative and have no effect on the reporting structure within the TSM. However, some changes are more significant. For example, effective February 2008, the Comox-Strathcona regional district split into two separate incorporations⁷: *Comox Valley Regional District* and *Strathcona Regional District* which means that properties assigned to the older regional district had to be re-assigned to one of the two new regional districts.

Consolidated reporters

Tax filers that operate or own more than one accommodation establishment can register a collection of their properties under the same tax account. This is purely for administrative purposes, making it more convenient for vendors to file their taxes. However, these consolidated accounts cause some difficulties with respect to the proper allocation of revenues. Consider, as a hypothetical example, a consolidated reporter that operates a bed-and-breakfast in Penticton, a hotel in Kamloops and a motel in Vancouver, and remits a single hotel room tax return for all three properties. It is necessary to allocate revenues from the consolidated report into three different regions and three separate accommodation types.

In the past, revenue estimates for consolidated reporters were distributed using shares based on room count estimates for the properties included in the consolidated report.

However, this methodology failed to take into account differences in room rates at different locations. Vancouver, for example, has higher occupancy and average daily room rates than both Penticton and Kamloops⁸. The methodology has been modified to incorporate these differences. BC Stats is also working on a way to make use of municipal room taxes (through *additional hotel room tax/AHRT*⁹) to aid in revenue dispersal for consolidated reporters.

Irregular hotel room tax filers

Each establishment has a *filing pattern* for submitting hotel tax revenues, which is usually based on whether or not the business is seasonal in nature. For example, it would be a cumbersome task to file hotel tax returns every month if a business is only open during the summer months. Consequently, there are two main groups of operators: those who file taxes monthly or only when they are open (*regular filers*), and those that do not (*irregular filers*).

The filing patterns that businesses are expected to adhere to are based on the amount of tax they collect during the year:

⁷ Comox Valley Regional District, available online from: <http://www.rdcv.bc.ca/>.
Strathcona Regional District, available online from: <http://www.strathconard.ca/>.

⁸ Average occupancy rate/daily room rate (2007): 50.9%/\$107.97 (Penticton), 55.2%/\$87.33 (Kamloops), 74.7%/\$147.05 (Downtown Vancouver); Data Source: Panel Kerr Forester.

⁹ BC Stats, Tourism Sector Monitor, December 2008, available online from: <http://www.bcstats.gov.bc.ca/pubs/tour/tsm0812.pdf>.

Tax collected per year	Filing frequency
More than \$12,000	Monthly
More than \$6,000 up to \$12,000	Monthly or Quarterly
More than \$3,000 up to \$6,000	Quarterly or Semi-Annually
\$3,000 or less	Quarterly, Semi-Annually or Annually

However, other filing frequencies (in addition to those listed above) also exist:

Seasonal: Vendors operating a seasonal business typically remit taxes only in their season of operation (say, October–March for some ski resorts that are open in the winter months).

Bi-seasonal: Operators that file taxes in two distinct sequences of continuous months are considered to operate on a bi-seasonal basis (say, May–September over the summer and December–February during the winter).

Intermittent: Anything other than the above-mentioned set of filing frequencies.

With all these different options of filing patterns for lodging establishments, there are many issues to consider in the preparation of monthly data. For example, if a small motel operates year-round but is only required to submit taxes annually, its revenues will only be reflected in the month that the tax has been submitted.

Irregular filers constitute just 1.4% of room revenues. Although this proportion is small, some regional districts have more irregular filers than others. However, those regions most affected make up a comparatively small portion of the total room revenues for the province. At present, there is no effective way to allocate these revenues to non-reporting months. An effort to develop a methodology to portion room revenues would be difficult to maintain and might even misrepresent activity in regions where seemingly small adjustments to room revenues would significantly impact total revenue.

Conclusion

Data integrity checks are a necessary part of maintaining data quality. In this most recent re-examination of the data, a number of areas have been investigated in order to improve on the accuracy of the estimates that are reported in the TSM.

Next month, a new methodology, that will address these areas of concern, will be used to construct room revenue estimates. The results of the changes due to the new methodology will be presented and discussed. Changes to the provincial totals are expected to be minor, but there will be revisions to the data by region and accommodation.

Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	51,889	1,592,189
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,707	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,395
2007	351,588	1,045,880	306,757	97,278	61,138	28,301	12,406	67,467	1,970,815
2008	337,803	1,052,904	314,179	96,574	61,663	28,027	12,029	76,080	1,979,257
Annual growth rates									
2004	8.1	6.6	7.7	6.8	7.4	3.8	- 1.3	12.2	7.2
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	21.9	6.0
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.7	12.3	14.2	8.0	29.1	18.4	- 7.0	8.6
2008	- 3.9	0.7	2.4	- 0.7	0.9	- 1.0	- 3.0	12.8	0.4
Monthly data									
Jan-08	30,737	93,004	28,720	7,906	5,386	2,434	974	5,034	174,195
Feb-08	28,030	92,839	25,967	8,668	5,371	2,561	965	5,646	170,047
Mar-08	28,494	90,198	25,556	7,999	5,268	2,323	989	5,694	166,522
Apr-08	27,853	89,377	26,380	7,652	5,273	2,337	1,156	6,613	166,640
May-08	28,111	89,229	26,093	8,424	5,151	2,296	998	6,331	166,633
Jun-08	29,151	88,405	26,828	8,688	5,570	2,223	1,043	6,738	168,646
Jul-08	27,514	86,798	25,771	7,909	5,032	2,324	1,003	6,243	162,595
Aug-08	27,846	86,615	26,534	8,161	5,091	2,120	997	6,502	163,866
Sep-08	27,253	84,246	25,844	7,918	4,966	2,086	973	6,772	160,058
Oct-08	27,663	85,755	25,892	7,842	5,032	2,294	998	7,113	162,589
Nov-08	28,016	83,709	25,676	7,735	4,767	2,334	982	6,925	160,144
Dec-08	27,136	82,730	24,917	7,672	4,754	2,693	952	6,470	157,324
Jan-09	26,646	80,410	24,734	7,454	4,823	2,278	761	6,649	153,753
Month-over-month growth rates									
Jan-08	6.0	1.7	9.5	- 6.8	- 3.1	2.8	- 5.6	-12.2	2.6
Feb-08	- 8.8	- 0.2	- 9.6	9.6	- 0.3	5.2	- 1.0	12.2	- 2.4
Mar-08	1.7	- 2.8	- 1.6	- 7.7	- 1.9	- 9.3	2.5	0.8	- 2.1
Apr-08	- 2.2	- 0.9	3.2	- 4.3	0.1	0.6	16.9	16.1	0.1
May-08	0.9	- 0.2	- 1.1	10.1	- 2.3	- 1.8	-13.6	- 4.3	0.0
Jun-08	3.7	- 0.9	2.8	3.1	8.1	- 3.2	4.5	6.4	1.2
Jul-08	- 5.6	- 1.8	- 3.9	- 9.0	- 9.7	4.5	- 3.9	- 7.3	- 3.6
Aug-08	1.2	- 0.2	3.0	3.2	1.2	- 8.8	- 0.6	4.1	0.8
Sep-08	- 2.1	- 2.7	- 2.6	- 3.0	- 2.5	- 1.6	- 2.4	4.2	- 2.3
Oct-08	1.5	1.8	0.2	- 1.0	1.3	10.0	2.6	5.0	1.6
Nov-08	1.3	- 2.4	- 0.8	- 1.4	- 5.3	1.7	- 1.6	- 2.7	- 1.5
Dec-08	- 3.1	- 1.2	- 3.0	- 0.8	- 0.3	15.4	- 3.0	- 6.6	- 1.8
Jan-09	- 1.8	- 2.8	- 0.7	- 2.8	1.4	-15.4	-20.1	2.8	- 2.3

January month-over-month growth rates

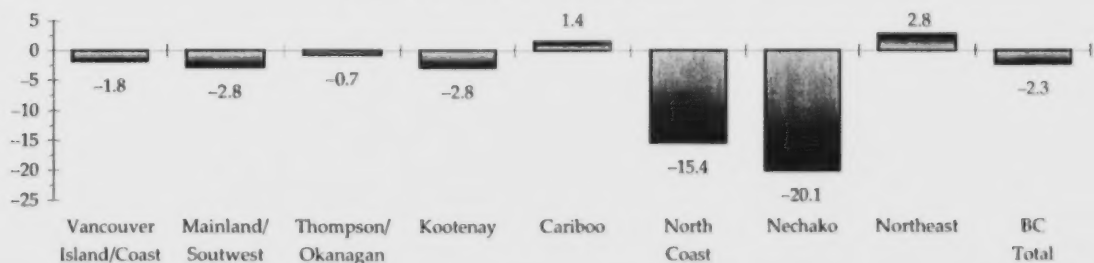


Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2004	467,820	198,608	321,679	185,804	195,070	124,707	98,502
2005	481,581	211,406	346,528	203,166	210,861	134,245	100,555
2006	506,995	230,142	379,442	221,126	234,346	135,407	107,938
2007	538,149	251,128	425,145	238,670	244,229	149,482	124,012
2008	536,721	250,402	442,968	236,208	239,411	145,577	127,971
Annual growth rates							
2004	7.0	9.8	8.2	6.6	7.4	4.5	3.7
2005	2.9	6.4	7.7	9.3	8.1	7.6	2.1
2006	5.3	8.9	9.5	8.8	11.1	0.9	7.3
2007	6.1	9.1	12.0	7.9	4.2	10.4	14.9
2008	- 0.3	- 0.3	4.2	- 1.0	- 2.0	- 2.6	3.2
Monthly data							
Jan-08	50,078	21,399	36,988	20,117	20,244	13,361	10,427
Feb-08	46,977	20,927	37,063	19,634	20,028	13,102	10,555
Mar-08	48,036	20,639	37,046	19,907	20,033	12,009	10,869
Apr-08	45,775	21,298	37,355	19,806	19,719	11,265	10,071
May-08	44,361	21,073	37,370	19,915	19,934	12,440	10,879
Jun-08	45,339	21,927	39,052	20,590	21,499	12,233	10,975
Jul-08	44,226	20,419	34,850	18,935	19,426	12,202	10,691
Aug-08	43,370	20,449	37,211	20,056	20,026	12,429	10,834
Sep-08	42,149	20,220	36,037	18,801	19,861	11,767	10,542
Oct-08	43,206	20,601	36,906	19,554	19,826	12,036	10,675
Nov-08	42,469	20,566	36,946	19,577	19,331	11,615	11,003
Dec-08	40,734	20,883	36,144	19,317	19,483	11,119	10,450
Jan-09	39,252	20,407	36,464	17,986	18,619	10,328	10,438
Month-over-month growth rates							
Jan-08	3.7	4.8	- 0.9	1.1	- 1.0	3.8	- 3.1
Feb-08	- 6.2	- 2.2	0.2	- 2.4	- 1.1	- 1.9	1.2
Mar-08	2.3	- 1.4	0.0	1.4	0.0	- 8.3	3.0
Apr-08	- 4.7	3.2	0.8	- 0.5	- 1.6	- 6.2	- 7.3
May-08	- 3.1	- 1.1	0.0	0.6	1.1	10.4	8.0
Jun-08	2.2	4.1	4.5	3.4	7.9	- 1.7	0.9
Jul-08	- 2.5	- 6.9	-10.8	- 8.0	- 9.6	- 0.3	- 2.6
Aug-08	- 1.9	0.1	6.8	5.9	3.1	1.9	1.3
Sep-08	- 2.8	- 1.1	- 3.2	- 6.3	- 0.8	- 5.3	- 2.7
Oct-08	2.5	1.9	2.4	4.0	- 0.2	2.3	1.3
Nov-08	- 1.7	- 0.2	0.1	0.1	- 2.5	- 3.5	3.1
Dec-08	- 4.1	1.5	- 2.2	- 1.3	0.8	- 4.3	- 5.0
Jan-09	- 3.6	- 2.3	0.9	- 6.9	- 4.4	- 7.1	- 0.1

January month-over-month growth rates

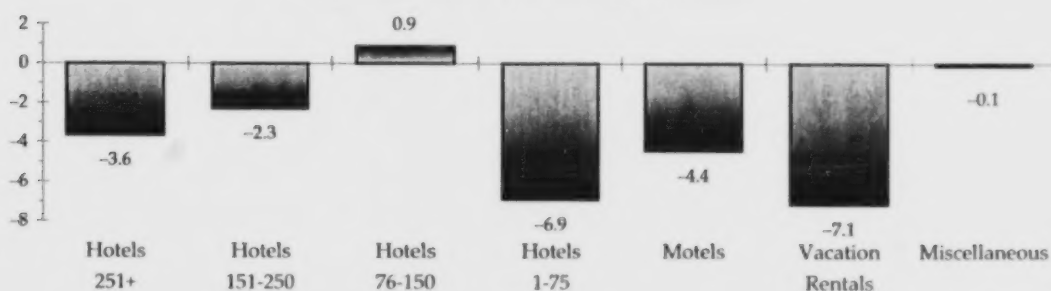


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)	% change from			(#)	# chg from	(#)	# chg from
	Jan-09	YTD 09	Jan-08	YTD 08	Jan-09	Jan-08	Jan-09	Jan-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	6,084	6,084	- 8.0	- 8.0	131	- 9	7,626	-336
Hotels	5,051	5,051	- 7.9	- 7.9	58	- 5	5,200	-294
1-75 Rooms	1,323	1,323	- 6.5	- 6.5	33	- 4	1,380	-187
Motels	612	612	- 9.2	- 9.2	19	- 2	870	- 59
Miscellaneous	290	290	5.0	5.0	32	2	1,306	125
19 Cowichan Valley								
All accommodation types	355	355	- 25.3	- 25.3	30	2	602	27
Motels	68	68	- 21.0	- 21.0	13	1	254	12
21 Nanaimo								
All accommodation types	1,989	1,989	- 9.6	- 9.6	59	- 1	2,625	105
Hotels	1,053	1,053	- 19.2	- 19.2	19	1	1,244	149
Motels	327	327	- 22.4	- 22.4	21	- 1	602	- 25
23 Alberni-Clayoquot								
All accommodation types	1,310	1,310	- 18.5	- 18.5	52	1	1,482	112
Motels	142	142	- 22.8	- 22.8	18	- 1	356	- 25
Vacation Rentals	500	500	- 18.8	- 18.8	14	0	350	2
25 Comox Val'ey +								
26 Strathcona								
All accommodation types	1,731	1,731	- 14.8	- 14.8	50	- 2	1,455	- 2
Motels	401	401	- 22.4	- 22.4	20	1	585	12
Vacation Rentals	196	196	- 31.8	- 31.8	14	- 2	194	0
27 Powell River								
All accommodation types	276	276	14.7	14.7	17	- 2	375	- 22
43 Mount Waddington								
All accommodation types	196	196	- 39.2	- 39.2	15	1	516	- 44

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Jan-09	YTD 09	Jan-08	YTD 08	Jan-09	Jan-08	Jan-09	Jan-08
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	2,709	2,709	- 6.5	- 6.5	61	- 4	2,285	-175
Hotels	1,927	1,927	- 5.4	- 5.4	16	- 2	1,226	-136
Motels	408	408	- 19.2	- 19.2	32	- 1	843	- 44
15 Greater Vancouver								
All accommodation types	39,918	39,918	- 11.8	- 11.8	221	0	25,143	-310
Hotels	37,315	37,315	- 12.0	- 12.0	156	1	22,376	-275
251+ Rooms	18,004	18,004	- 15.7	- 15.7	21	- 1	8,654	-286
151-250 Rooms	8,068	8,068	- 10.6	- 10.6	25	- 1	4,838	-223
76-150 Rooms	8,442	8,442	- 6.5	- 6.5	57	3	6,114	290
1-75 Rooms	2,801	2,801	- 6.9	- 6.9	53	0	2,770	- 56
Motels	1,018	1,018	- 7.6	- 7.6	31	0	1,380	- 39
Vacation Rentals	1,197	1,197	- 15.8	- 15.8	16	- 1	489	4
Miscellaneous	389	389	14.6	14.6	18	0	898	0
29 Sunshine Coast								
All accommodation types	210	210	- 14.8	- 14.8	17	2	362	50
31 Squamish-Lillooet								
All accommodation types	26,223	26,223	- 16.5	- 16.5	86	2	5,815	130
Hotels	21,651	21,651	- 14.5	- 14.5	37	2	4,535	104
76-150 Rooms	6,551	6,551	- 0.1	- 0.1	15	1	1,470	111
Vacation Rentals	3,710	3,710	- 27.9	- 27.9	26	- 1	841	- 4
Miscellaneous	731	731	- 9.9	- 9.9	13	0	197	0

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Jan-09	YTD 09	Jan-08	YTD 08	Jan-09	Jan-08	Jan-09	Jan-08
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	1,185	1,185	- 9.2	- 9.2	76	- 2	2,601	- 9
Hotels	618	618	- 10.0	- 10.0	10	- 3	850	-147
Motels	396	396	0.1	0.1	51	0	1,330	- 16
33 Thompson-Nicola								
All accommodation types	4,418	4,418	- 11.7	- 11.7	111	-12	4,384	-439
Hotels	1,916	1,916	- 13.6	- 13.6	28	- 4	1,844	-241
1-75 Rooms	256	256	- 6.2	- 6.2	16	- 3	463	-147
Motels	1,112	1,112	2.3	2.3	66	- 5	2,085	- 35
35 Central Okanagan								
All accommodation types	4,960	4,960	- 27.7	- 27.7	56	0	3,997	- 58
Hotels	3,029	3,029	- 18.1	- 18.1	22	2	2,114	173
76-150 Rooms	1,869	1,869	- 14.8	- 14.8	11	1	1,186	99
Motels	397	397	- 14.5	- 14.5	17	- 1	831	- 41
37 North Okanagan								
All accommodation types	2,051	2,051	- 20.7	- 20.7	33	- 6	1,660	40
Motels	282	282	- 6.9	- 6.9	13	- 3	460	- 71
39 Columbia-Shuswap								
All accommodation types	4,071	4,071	15.9	15.9	79	- 7	3,059	- 18
Hotels	1,613	1,613	29.7	29.7	17	- 3	1,147	13
Motels	1,172	1,172	8.5	8.5	36	- 3	1,442	- 32
Kootenay								
01 East Kootenay								
All accommodation types	4,688	4,688	- 8.1	- 8.1	95	- 8	4,133	-322
Hotels	1,853	1,853	- 4.9	- 4.9	29	- 3	1,767	-140
1-75 Rooms	466	466	- 13.7	- 13.7	18	- 2	668	- 60
Motels	440	440	- 16.1	- 16.1	34	2	873	78
Vacation Rentals	1,539	1,539	- 6.3	- 6.3	12	- 3	818	-190
Miscellaneous	855	855	- 12.9	- 12.9	20	- 4	675	- 70
03 Central Kootenay								
All accommodation types	1,268	1,268	- 4.2	- 4.2	62	- 1	1,457	17
Hotels	611	611	- 12.6	- 12.6	15	- 2	663	- 87
Motels	238	238	11.4	11.4	27	4	552	121
05 Kootenay Boundary								
All accommodation types	629	629	- 2.2	- 2.2	29	0	616	- 21

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(\$)	# chg from	(\$)	# chg from
	Jan-09	YTD 09	Jan-08	YTD 08				
Cariboo								
41 Cariboo								
All accommodation types	903	903	- 9.8	- 9.8	49	-10	1,621	-120
Motels	487	487	- 15.9	- 15.9	28	- 5	942	- 74
53 Fraser-Fort George								
All accommodation types	2,232	2,232	- 10.7	- 10.7	49	- 3	2,548	- 33
Motels	371	371	- 22.2	- 22.2	26	- 1	933	- 19
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	387	387	- 7.0	- 7.0	27	2	929	11
Hotels	259	259	- 14.7	- 14.7	10	0	535	- 25
49 Kitimat-Stikine								
All accommodation types	580	580	- 0.4	- 0.4	30	- 1	780	- 19
Motels	241	241	- 1.8	- 1.8	18	0	420	0
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	430	430	- 23.8	- 23.8	38	0	1,023	- 1
Motels	268	268	- 20.7	- 20.7	21	0	592	- 9
Northeast								
55 Peace River +								
59 Northern Rockies†								
All accommodation types	6,611	6,611	30.7	30.7	70	4	3,843	329
Hotels	4,815	4,815	43.1	43.1	34	5	2,451	307
76-150 Rooms	3,857	3,857	54.7	54.7	17	3	1,747	298
1-75 Rooms	959	959	10.0	10.0	17	2	704	9

Note: [†]Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Jan-09	YTD 09	Jan-08	YTD 08				
Vancouver Island/Coast	11,985	11,985	-12.0	-12.0	360	- 9	14,788	-150
Victoria (C)	4,770	4,770	- 8.5	- 8.5	70	- 2	5,378	-261
Saanich Peninsula	544	544	- 5.0	- 5.0	11	- 2	386	- 14
Other CRD	770	770	- 6.8	- 6.8	50	- 5	1,862	- 61
Nanaimo (C)	1,149	1,149	-24.2	-24.2	22	0	1,230	0
Port Alberni (C)	268	268	5.1	5.1	11	1	358	19
Comox Valley	854	854	-11.0	-11.0	12	0	466	0
Rest of Development Region	3,631	3,631	-15.0	-15.0	184	- 1	5,108	167
Mainland/Southwest	69,059	69,059	-13.5	-13.5	385	0	33,605	-305
Downtown Vancouver (C)	21,204	21,204	-16.1	-16.1	78	4	12,271	- 15
Other Vancouver (C)	2,834	2,834	- 9.5	- 9.5	30	- 2	2,538	-332
Richmond (C)	8,971	8,971	- 2.0	- 2.0	24	1	4,210	131
Burnaby (C)	1,619	1,619	-	-	10	1	1,326	36
Other GVRD	5,282	5,282	-10.0	-10.0	76	- 3	4,789	-112
Whistler (RM)	25,344	25,344	-16.7	-16.7	58	0	4,947	- 5
Rest of Development Region	3,806	3,806	-	-	109	- 1	3,524	- 8
Thompson/Okanagan	16,685	16,685	-13.4	-13.4	356	-27	15,711	-484
Penticton (C)	716	716	- 3.8	- 3.8	31	- 2	1,402	- 76
Kamloops (C)	3,568	3,568	-14.3	-14.3	57	- 5	3,147	-339
Kelowna (C)	4,588	4,588	-28.4	-28.4	44	- 1	3,230	- 72
Vernon (C)	2,008	2,008	-20.0	-20.0	28	- 3	1,565	98
Revelstoke (C)	2,058	2,058	28.1	28.1	26	- 1	1,112	62
Golden (T)	1,115	1,115	1.3	1.3	29	- 2	1,122	- 18
Rest of Development Region	2,633	2,633	- 3.8	- 3.8	141	-13	4,133	-139
Kootenay	6,585	6,585	- 6.8	- 6.8	186	- 9	6,206	-326
Cranbrook (C)	590	590	- 0.6	- 0.6	18	- 1	881	- 36
Fernie (C)	1,785	1,785	-18.0	-18.0	21	- 4	873	-151
Nelson (C)	425	425	-20.1	-20.1	14	0	451	- 27
Rest of Development Region	3,785	3,785	0.6	0.6	133	- 4	4,001	-112
Cariboo	3,136	3,136	-10.5	-10.5	98	-13	4,169	-153
Quesnel (C)	168	168	-18.3	-18.3	11	- 1	423	- 20
Williams Lake (C)	319	319	-11.2	-11.2	11	0	536	0
Prince George (C)	1,730	1,730	- 9.5	- 9.5	27	0	1,786	0
Rest of Development Region	920	920	-10.5	-10.5	49	-12	1,424	-133
North Coast	967	967	- 3.1	- 3.1	57	1	1,709	- 8
Prince Rupert (C)	320	320	-14.2	-14.2	16	0	773	0
Terrace (C)	385	385	- 5.5	- 5.5	11	- 1	392	- 23
Rest of Development Region	262	262	20.0	20.0	30	2	544	15
Nechako	430	430	-23.8	-23.8	38	0	1,023	- 1
Smithers (T)	212	212	-27.3	-27.3	11	- 2	379	- 46
Rest of Development Region	218	218	-20.1	-20.1	27	2	644	45
Northeast	6,611	6,611	30.7	30.7	70	4	3,843	329
Dawson Creek (C)	1,811	1,811	74.7	74.7	17	1	734	85
Fort St. John (C)	1,846	1,846	5.5	5.5	15	1	1,108	127
Rest of Development Region	2,953	2,953	30.1	30.1	38	2	2,001	117

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	51,889	1,592,189
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,707	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,395
2007	351,588	1,045,880	306,757	97,278	61,138	28,301	12,406	67,467	1,970,815
2008	337,803	1,052,904	314,179	96,574	61,663	28,027	12,029	76,080	1,979,257
Annual growth rates									
2004	8.1	6.6	7.7	6.8	7.4	3.8	- 1.3	12.2	7.2
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	21.9	6.0
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.7	12.3	14.2	8.0	29.1	18.4	- 7.0	8.6
2008	- 3.9	0.7	2.4	- 0.7	0.9	- 1.0	- 3.0	12.8	0.4
Monthly data									
Jan-08	13,617	79,848	19,267	7,066	3,503	998	565	5,056	129,919
Feb-08	16,473	87,788	19,556	9,851	3,651	1,535	625	6,415	145,894
Mar-08	21,584	93,369	22,707	8,569	4,575	1,571	797	7,340	160,513
Apr-08	22,474	74,477	16,770	5,199	4,715	1,410	804	5,766	131,615
May-08	30,955	92,034	25,428	7,027	5,547	2,275	917	4,454	168,638
Jun-08	38,072	105,308	33,215	8,615	6,692	3,927	1,304	6,604	203,738
Jul-08	47,889	111,913	45,148	11,625	7,176	4,835	1,403	6,564	236,553
Aug-08	55,388	118,622	55,782	13,819	7,382	4,103	1,461	7,028	263,585
Sep-08	37,733	93,260	29,523	9,064	6,396	3,007	1,490	7,253	187,726
Oct-08	23,421	71,146	19,064	5,586	5,157	1,736	1,279	7,478	134,867
Nov-08	16,089	54,343	12,333	3,655	3,622	1,426	780	6,774	99,021
Dec-08	14,110	70,795	15,384	6,499	3,247	1,203	603	5,347	117,188
Jan-09	11,985	69,059	16,685	6,585	3,136	967	430	6,611	115,458
Year-over-year percent changes									
Jan-08	2.8	9.8	6.5	1.4	11.2	15.9	- 3.9	-11.3	7.1
Feb-08	2.2	9.5	3.7	10.8	8.4	25.2	4.1	5.6	7.8
Mar-08	- 2.7	3.3	1.4	- 2.1	4.8	3.4	- 4.3	- 1.6	1.7
Apr-08	- 6.3	2.5	0.2	- 3.2	11.7	5.4	19.5	20.8	1.4
May-08	- 2.4	3.2	4.3	8.9	0.2	7.7	-14.0	11.1	2.5
Jun-08	- 0.1	2.4	8.0	7.9	11.5	- 6.3	5.5	18.2	3.6
Jul-08	- 7.6	1.9	- 0.5	- 6.1	1.6	1.4	- 0.9	5.3	- 1.0
Aug-08	- 1.8	- 0.7	7.0	1.0	- 0.7	-14.9	- 7.5	9.8	0.6
Sep-08	- 9.9	- 6.1	- 3.5	- 4.6	- 2.2	-10.9	- 5.5	23.8	- 5.5
Oct-08	- 3.8	- 3.1	5.7	- 7.0	- 5.7	0.7	- 5.7	35.6	- 0.8
Nov-08	- 2.4	- 6.0	0.5	-12.1	-13.7	4.2	- 8.5	31.9	- 3.2
Dec-08	- 7.8	- 9.4	- 9.9	- 8.8	-14.3	20.6	- 3.9	13.3	- 8.3
Jan-09	-12.0	-13.5	-13.4	- 6.8	-10.5	- 3.1	-23.8	30.7	-11.1

January year-over-year growth rates

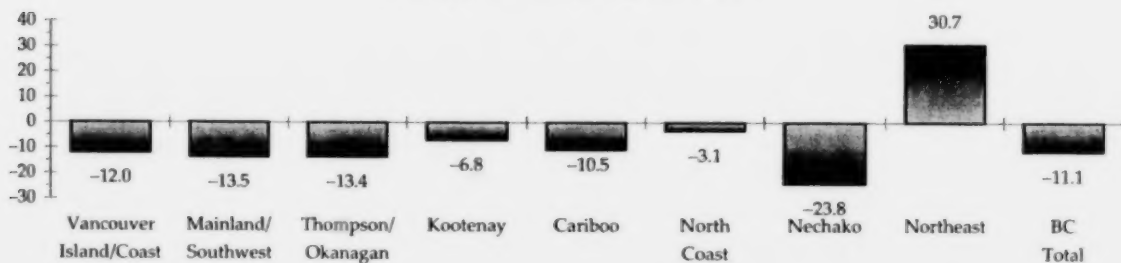


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other ¹
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
2008	5,989	4,476	1,444	3,032	1,513	673	514	326
Annual percent changes								
2004	1.5	- 1.6	- 4.0	0.1	17.6	23.9	11.7	11.6
2005	- 3.0	- 4.8	- 6.6	- 3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.1	- 4.1	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.3	- 8.0	- 0.1	- 3.8	- 1.0	10.0
Monthly data								
Feb-08	525	395	129	266	129	59	43	28
Mar-08	512	390	125	265	122	55	43	24
Apr-08	512	387	123	264	125	53	44	28
May-08	513	381	120	261	132	61	44	27
Jun-08	496	370	115	254	126	57	43	26
Jul-08	464	338	109	228	127	57	43	27
Aug-08	438	309	104	205	129	57	43	28
Sep-08	502	377	119	257	125	55	42	27
Oct-08	500	376	124	252	124	53	42	29
Nov-08	503	380	124	256	122	53	41	28
Dec-08	492	370	114	257	122	55	41	26
Jan-09	494	372	124	248	122	53	42	26
Feb-09	496	373	127	246	123	54	41	28
Month-over-month growth rates								
Feb-08	- 1.7	- 1.9	- 5.1	- 0.3	- 1.0	0.0	- 0.6	- 3.7
Mar-08	- 2.5	- 1.4	- 3.4	- 0.4	- 5.7	- 6.3	- 0.3	-12.7
Apr-08	0.0	- 0.7	- 1.1	- 0.5	2.4	- 3.0	1.5	16.3
May-08	0.2	- 1.4	- 2.6	- 0.9	5.3	14.4	0.8	- 4.7
Jun-08	- 3.4	- 3.1	- 3.9	- 2.7	- 4.2	- 7.0	- 1.8	- 1.8
Jul-08	- 6.3	- 8.7	- 5.2	-10.2	0.5	0.0	0.1	2.4
Aug-08	- 5.7	- 8.5	- 4.6	-10.3	1.6	0.6	0.5	5.5
Sep-08	14.6	22.0	14.7	25.7	- 3.1	- 3.0	- 2.7	- 3.9
Oct-08	- 0.3	- 0.2	4.0	- 2.1	- 0.8	- 4.3	- 0.4	5.6
Nov-08	0.5	1.1	0.1	1.5	- 1.2	0.3	- 2.3	- 2.4
Dec-08	- 2.0	- 2.6	- 8.4	0.3	- 0.4	3.1	- 0.3	- 7.4
Jan-09	0.4	0.5	8.7	- 3.2	0.0	- 2.6	2.2	1.8
Feb-09	0.4	0.2	2.5	- 0.9	0.8	1.2	- 2.6	5.4

¹ Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)				Other Transportation (000s)			
	Vancouver			Victoria	BC Ferries		Coquihalla Hwy	
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2004	15,726	7,986	3,964	3,775	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791	2,620
2006	16,924	8,712	4,253	3,959	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,118	1,482	8,559	21,690	2,712
2008	17,852	9,345	4,335	4,172	1,539	8,226	20,992	1,879
Annual growth rates								
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7	1.8
2006	3.1	4.4	3.6	- 0.1	5.5	- 0.1	- 0.5	- 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2	-30.7
Monthly data								
Feb-08	1,562	817	381	364	129	703	1,785	158
Mar-08	1,542	795	378	369	124	704	1,788	219
Apr-08	1,543	802	376	364	130	699	1,772	216
May-08	1,524	796	375	353	128	707	1,795	220
Jun-08	1,512	793	369	351	130	702	1,801	227
Jul-08	1,469	768	358	343	131	688	1,746	215
Aug-08	1,465	773	359	333	132	673	1,723	220
Sep-08	1,403	749	325	329	129	666	1,701	177
Oct-08	1,428	765	347	316	130	671	1,726	x
Nov-08	1,435	753	346	337	131	667	1,719	x
Dec-08	1,416	732	341	343	119	643	1,660	x
Jan-09	1,396	720	336	340	128	705	1,768	x
Feb-09	1,402	725	341	336	126	677	1,734	x
Month-over-month growth rates								
Feb-08	0.6	1.7	0.5	- 1.6	1.8	0.0	0.4	-30.1
Mar-08	- 1.3	- 2.7	- 0.8	1.3	- 3.7	0.2	0.1	38.7
Apr-08	0.0	0.9	- 0.6	- 1.3	4.6	- 0.7	- 0.9	- 1.6
May-08	- 1.2	- 0.7	- 0.3	- 3.3	- 0.9	1.1	1.3	2.0
Jun-08	- 0.8	- 0.5	- 1.8	- 0.5	1.4	- 0.7	0.4	3.0
Jul-08	- 2.9	- 3.1	- 2.9	- 2.2	0.3	- 2.1	- 3.1	- 5.2
Aug-08	- 0.3	0.6	0.4	- 2.9	0.7	- 2.1	- 1.4	2.5
Sep-08	- 4.3	- 3.0	- 9.4	- 1.5	- 1.7	- 1.0	- 1.2	-19.6
Oct-08	1.8	2.2	6.6	- 3.8	0.7	0.7	1.4	x
Nov-08	0.5	- 1.7	- 0.4	6.6	0.7	- 0.6	- 0.4	x
Dec-08	- 1.3	- 2.7	- 1.4	1.7	- 9.2	- 3.6	- 3.4	x
Jan-09	- 1.4	- 1.7	- 1.5	- 0.8	7.6	9.7	6.5	x
Feb-09	0.4	0.6	1.6	- 1.1	- 1.8	- 4.0	- 1.9	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries ¹ (000s)				Hotel Industry ²		Consumer Price Index ¹	
	Air transport ⁴	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate ³ (%)	Room Rate (\$)	Traveller accommodation	Restaurant meals ⁴
Annual data								
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.6	103.6
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	121.9	77.5	109.4
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.7	133.0	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.3	7.1	5.1	1.7	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 2.9	4.0	3.0	2.6
Monthly data								
Feb-08	16.5	35.9	146.1	35.7	65.6	133.4	82.3	113.4
Mar-08	16.0	36.8	145.4	35.8	66.0	134.1	82.9	113.9
Apr-08	16.7	37.9	146.9	34.3	65.3	133.6	83.6	114.2
May-08	16.8	36.4	147.3	34.9	65.1	133.7	83.1	114.7
Jun-08	16.5	36.5	148.2	35.3	67.0	133.4	83.3	114.8
Jul-08	16.6	36.1	149.3	35.2	63.8	131.8	83.3	115.7
Aug-08	16.6	35.9	149.5	35.8	65.1	131.9	83.5	116.2
Sep-08	15.8	35.7	150.9	36.0	62.9	132.1	83.6	116.6
Oct-08	16.6	35.5	153.3	37.0	62.7	133.5	83.1	116.5
Nov-08	16.9	35.6	152.8	36.6	62.8	134.3	85.7	116.3
Dec-08	16.4	36.8	153.7	35.3	61.6	132.1	84.6	116.4
Jan-09	16.6	36.1	153.8	37.2	61.3	133.0	83.2	116.8
Feb-09	16.5	36.3	154.0	36.8	63.5	132.6	84.0	117.3
Month-over-month growth rates								
Feb-08	- 0.2	- 3.9	1.3	0.7	- 2.4	0.6	- 1.3	1.0
Mar-08	- 2.9	2.3	- 0.5	0.5	0.4	0.5	0.7	0.4
Apr-08	4.0	3.1	1.0	- 4.2	- 0.7	- 0.4	0.8	0.3
May-08	0.5	- 4.0	0.3	1.6	- 0.2	0.1	- 0.6	0.4
Jun-08	- 1.3	0.3	0.6	1.3	1.9	- 0.2	0.2	0.1
Jul-08	0.3	- 1.1	0.7	- 0.3	- 3.2	- 1.2	0.0	0.8
Aug-08	- 0.2	- 0.4	0.1	1.6	1.3	0.1	0.2	0.4
Sep-08	- 4.8	- 0.8	0.9	0.5	- 2.2	0.2	0.1	0.3
Oct-08	5.0	- 0.4	1.6	2.8	- 0.2	1.1	- 0.6	- 0.1
Nov-08	2.2	0.2	- 0.4	- 1.0	0.1	0.6	3.1	- 0.2
Dec-08	- 3.1	3.4	0.6	- 3.4	- 1.2	- 1.6	- 1.3	0.1
Jan-09	1.1	- 1.9	0.1	5.3	- 0.3	0.7	- 1.7	0.3
Feb-09	- 0.2	0.7	0.1	- 1.2	2.2	- 0.3	1.0	0.4

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

²Data Source: Pannell Kerr Forster and BC Stats.

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places ¹ Receipts (\$ million)					
	BC ²			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
Annual data						
2004	6,687	604	6,083	40,409	2,595	37,814
2005	6,889	554	6,334	41,818	2,577	39,240
2006	7,371	436	6,893	44,218	2,465	41,754
2007	7,607	482	7,073	45,560	2,379	43,180
2008	7,769	520	7,249	47,454	2,388	45,066
Annual growth rates						
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	- 8.2	4.1	3.5	- 0.7	3.8
2006	7.0	-21.3	8.8	5.7	- 4.4	6.4
2007	3.2	10.6	2.6	3.0	- 3.5	3.4
2008	2.1	7.7	2.5	4.2	0.3	4.4
Monthly data						
Feb-08	656	x	x	3,909	193	3,716
Mar-08	632	x	x	3,863	193	3,671
Apr-08	648	43	609	3,955	197	3,758
May-08	642	44	597	3,981	198	3,782
Jun-08	649	44	610	3,958	207	3,751
Jul-08	647	40	612	3,950	201	3,748
Aug-08	653	41	610	4,012	203	3,809
Sep-08	649	x	x	3,995	201	3,794
Oct-08	658	43	612	4,023	201	3,822
Nov-08	655	x	x	4,000	202	3,798
Dec-08	628	44	581	3,899	200	3,699
Jan-09	658	x	x	3,970	203	3,767
Feb-09	638	45	597	4,007	207	3,800
Month-over-month growth rates						
Feb-08	0.9	x	x	0.0	0.6	0.0
Mar-08	- 3.8	x	x	- 1.2	- 0.1	- 1.2
Apr-08	2.5	x	x	2.4	2.3	2.4
May-08	- 0.9	2.4	- 1.9	0.6	0.6	0.6
Jun-08	1.1	0.0	2.1	- 0.6	4.3	- 0.8
Jul-08	- 0.3	- 9.3	0.4	- 0.2	- 2.5	- 0.1
Aug-08	0.9	1.6	- 0.5	1.6	0.8	1.6
Sep-08	- 0.6	x	x	- 0.4	- 1.2	- 0.4
Oct-08	1.4	x	x	0.7	0.3	0.7
Nov-08	- 0.5	x	x	- 0.6	0.4	- 0.6
Dec-08	- 4.1	x	x	- 2.5	- 0.9	- 2.6
Jan-09	4.8	x	x	1.8	1.3	1.9
Feb-09	- 3.1	x	x	0.9	2.3	0.9

¹Data Source: Statistics Canada & BC Stats.

x = Data currently not available.

²Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Classification Definitions

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including campgrounds, work camps, adventure/hunting lodges, bed and breakfasts, guest ranches, and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
<i>C</i>	City
<i>DM</i>	District Municipality
<i>RM</i>	Resort Municipality
<i>T</i>	Town
<i>V</i>	Village

